

[1963]

RARE NEW PERENNIALS

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★ MAR 18 1963

U. S. Department of Agriculture

From: J. Herbert Alexander, Middleboro, Mass.

Astilbe, Cologne. Hardy Spiraea. One of the better salmon-pink tones from Europe that develops into neat compact plants, growing from fifteen to twenty inches tall with lovely spikes. Some call it a deep crimson-pink but I can see no crimson shade in it. It is very abundant flowering, rather scarce and like all Astilbe does best in soil that contains liberal amounts of peat moss and woods earth. Heavy 2 year old plants are \$1.00 each, 3 for \$2.75; excellent 3 year old plants are \$1.50 each, 3 for \$4.00.

Astilbe, Fanal. Hardy Spiraea. This is one of the showiest and most brilliant of the Astilbe group and is most highly recommended. It is brilliant rosy-red, a rich unusual shade that goes well with most any other color both in bouquets and in the garden. Because of its outstanding beauty of color and its vigorous growth, it is one of the finest of the June flowering perennials. Grows 18 to 24 inches tall under average conditions, making it an ideal cut-flower. Also forces well in pots in greenhouse. 2 year plants \$1.50 each, 3 for \$4.00; 3 year heavy plants \$2.00 each, 3 for \$5.75.

Astilbe, Red Sentinel. Hardy Spiraea. This new introduction is most excellent, a rich, velvety, deep garnet-red in bud turning to a deep brick red in full bloom. I can highly recommend this as one of the most beautiful and showy of the Astilbe group. Trusses are very large and amazingly brilliant, a trifle taller than Fanal, - 20 to 24 inches tall. Exceptionally fine for all purposes. 2 yr. old plants \$2.00 each, 3 for \$5.75; 3 yr. old plants \$2.50 ea., 3 for \$7.00.

Phlox decussata, Dodo Hansbury Forbes. This most exceptional new tall hardy phlox is to my mind the largest, finest and most beautiful of all the tall phloxes. Recently imported from England, it is advertised to have blossoms the size of a silver dollar, unquestionably the largest individual blossom in phlox to my knowledge. Color is a magnificent clear pink, being much richer true pink than the usual salmony pinks found in phloxes. The English introducers claim that it has trusses 16 inches across, forming perfect pyramidal beautiful flower heads. This is unquestionably the finest improvement on phloxes to date. Heavy field-grown 2 yr. plants are \$2.00 ea., 3 for \$5.75; a few 3 yr. plants \$2.50 each.

Phlox decussata, Spitfire. One of the better new brilliant salmon-reds, - almost a scarlet red. Grows about two feet tall, has excellent trusses, is outstandingly brilliant. 2 yr. plants are 75¢ ea., 3 for \$2.00, 10 for \$6.00.

Verbena, Canadensis. This rare hardy Verbena from British Columbia is one of the very few perennials that will blossom continuously from June to frost. Its very lovely, rich, lavender-blue blooms cover the plant almost completely during most of the summer. Plants are trailing, - growing five to seven inches tall and forming a solid mass effect that is most delightful to see and smell, - as the fragrance is most pleasing and one of its desirable characteristics. 2 yr. old plants \$1.00 ea., 3 for \$2.75, 5 for \$4.00, 10 for \$8.00. Rare and scarce.

Liatris, pycnostachya hybrid. Alexander's Mammoth. One of the newest selections, having enormous spikes 4 to 6 feet tall with an 8 to 12 inch flower head in blossom at one time, - giving a magnificent display of rich lavender-purple. Most decorative. Heavy flowering sized roots \$1.00 ea., 3 for \$2.75.

Terms: For Spring planting. Cash with order, no C.O.D.'s. F.O.B. Middleboro, Mass. Minimum order \$3.00. Our nursery is open daily for service 7 A.M. to dark.

LIATRIS

From: J. Herbert Alexander, Middleboro, Mass.

Liatris is commonly called Kansas Gayfeather, Cat-tail Gayfeather or Blazing Star. It is easy to grow and is a most satisfactory summer cut-flower perennial. It will live for years in the same location without spreading all over the garden. Even if badly neglected, it will continue to blossom beautifully year after year. However, the flowers and spikes may decrease in size if the plants are not divided every third or fourth year. It responds splendidly to any extra care and cultivation, - producing excellent spikes of showy cut-flowers in July, August and Sept. These spikes keep very well and may even be dried for decorative winter bouquets. Blooms start to open at the top of the spike and continue on down. Especially to be desired in basket arrangements because of their long spikes and keeping quality. Plant roots 5 to 6 in. deep in any type soil, - they are not fussy. Firm the soil well around roots to press out air. Plant in early Spring for blooms the same year.

Liatris spicata hybrids. This variety is the earliest to bloom of the hardy species of *Liatris*, flowering in early July here in Massachusetts. Lovely lavender-purple blossoms are produced on spikes 18 to 30 inches tall. Its spikes combine beautifully with coral, yellow, white and other pastel shades, - very effective when combined with gladiolus and any effective foliage plant, - making long lasting, beautiful flower arrangements. Also it is a very long lasting decorative garden flower. Field grown roots are 75¢ ea., 3 for \$2.00, 10 for \$6.00, 25 for \$14.00, 50 for \$25.00. All are flowering sized roots.

Liatris pycnostachya hybrids. One of the tallest and showiest of August perennials. It develops plants 3 to 6 feet tall, making showy spikes of lovely rich lavender-purple flowers that combine splendidly with Gladiolus and other flowers. Most attractive for basket arrangements for church and hotel decoration and equally good for home and garden decoration. Field grown flowering sized roots are 75¢ ea., 3 for \$2.00, 10 for \$6.00, 25 for \$14.00, 50 for \$25.00.

Liatris pycnostachya alba hybrids. One of the rarest and loveliest of August cut-flower perennials, - developing exquisite spikes $2\frac{1}{2}$ to $3\frac{1}{2}$ feet tall. To my knowledge this species is not offered by anyone else as it is very rare. We have been doing breeding work with these *Liatris* for the past twenty-five years. We have tried especially to develop better white varieties. Our new hybrids are most exceptional in quality, - very fine for decoration and can be used with bright colors to make striking effects. Also is an excellent keeper and like the purple varieties can be clipped off at the top as the flower ages, - thus lengthening its usefulness as a cut-flower. Field grown flowering sized roots are \$1.50 each, 3 for \$4.00, 10 for \$12.00, 25 for \$30.00. Everything is organically grown.

Liatris scariosa. Purple. September flowering. Lovely lavender-purple rosettes on stiff spikes. Excellent for cutting and long lasting in the garden as well. Field grown roots 75¢ ea., 3 for \$2.00, 10 for \$6.00, 25 for \$14.00.

Liatris scariosa alba hybrids. White. Blooms during September and October, this rare species is one of the most effective fall flowering, tall, showy cut-flower perennials. Blossoms are like white rosettes evenly spaced all around the spike and two thirds the way down it, making a very outstanding effect, both when cut and in garden. One of the loveliest of all perennials. Field grown flowering sized roots are \$1.50 each, 3 for \$4.00, 10 for \$12.00, 25 for \$30.00.

Note: These *liatris* are entirely pest free here in Massachusetts. Spring planting. Please turn page for other perennials and also for terms of shipment.

NEW & RARE DWARF PHLOXES

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From: J. Herbert Alexander, Middleboro, Mass.

NEW GIANT FLOWERING DWARF PHLOX

For over thirty years we have been developing better and larger dwarf phloxes and now have about forty new varieties which have amazing size and marvelous colors,-in about as many shades as we have varieties. Some offered below are:

Alexander's Advance. Phlox nivalis hybrid. With blossoms close to one inch in diameter, this new variety has twice to three times larger blossoms than the usual creeping phloxes. This is a mid-season flowering variety actually coming at the end of the Phlox subulata flowering season,- but mid-way among our new hybrids--between the subulatas, bifidas and nivalis hybrids,-which we have been using for our crosses. This new one is flame-pink or very bright rose-pink,- a color much more brilliant than older pink phloxes and with no trace whatever of magenta or purple tones. Blooms in mid-May on stems 5 to 7 in. tall. Very showy and effective, making a bright color-spot in the garden. Foliage is excellent and these plants are ideal for rock garden, border or ground cover. Plants are \$2.00 each, 3 for \$5.75.

Alexander's Aristocrat. Phlox nivalis hybrid. Truly remarkable in color and size. Flowering in mid-May and producing tremendous blooms often over an inch across, this is one of the loveliest clear soft pinks with a rich dark crimson eye which adds considerably to its attractiveness. Because of its outstanding beauty, I anticipate a considerable future for this highly recommended variety. Plants are \$2.00 each, 3 for \$5.75.

Alexander's Brilliant. Phlox nivalis hybrid. The largest, finest and most Brilliant of these new developments. Very rich, brilliant, deep rose-red,- one of the greatest advancements in our breeding work and one that it is a pleasure to recommend to you. Foliage is a very rich deep green making up into large clumps with tall stems 5 to 8 in. in height. This is magnificent and most attractive. Individual blossoms are well over an inch in diameter. Plants are \$2.00 each, 3 for \$5.75.

Alexander's Late. Phlox nivalis hybrid. Because of its lateness in flowering, this new Phlox extends the flowering season by a week to ten days beyond the usual creeping phlox season. Its enormous size, a good big inch across (three times the size of such varieties as Vivid, Maysnow and Emerald Cushion) and tall stems 6 to 8 inches in height show off tremendously mammoth blossoms of a rich, clear, bright pink. Most fascinating and highly recommended. Plants are \$2.00 each, 3 for \$5.75.

Phyllis Gay. (Alexander) Phlox nivalis hybrid. This is a sister seedling of Phlox Alexander's Brilliant and one of the most brilliant so far. It has rich, glowing rose-red blossoms that are an inch or more in diameter. This is one that I can highly recommend. Named for one of my customers in Portland, Me. who visited here and admired it in bloom. An excellent grower, very showy and desirable. Plants are \$2.00 each, 3 for \$5.75.

Collection {

1 each all five above varieties for \$ 9.00
3 each all five above varieties for 25.00

Note: Spring planting, place order early, Minimum order \$3.00, please turn page.

NEW & RARE DWARF PHLOXES

From: J. Herbert Alexander, Middleboro, Mass.

FIVE EXCELLENT NEW CREEPING PHLOXES

Anne Larson. (Alexander) Phlox subulata. This excellent new introduction which is one of the results of our extensive Phlox breeding work,- to develop a better blue color, is now being introduced for the first time. It has been named for one of our good customers from West Hartford, Conn., who admired it greatly. To my knowledge, it is the finest blue color so far developed in dwarf Phloxes and also it is the earliest to bloom of the blue colors. It is a strong grower, making compact clumps which are literally covered with blossoms during the blooming season,- which around here is in mid-April to early May. Its foliage is a rich, deep green. Plants are \$1.00 ea., 3 for \$2.75, 5 for \$4.00.

Magic. (Alexander) Phlox subulata. Another one of our developments being introduced for the first time. This is the darkest colored of any dwarf phlox to my knowledge,- being deeper colored than the popular old "Atropurpurea" and with blossoms 35% to 50% larger than "Atropurpurea" Color is a rich, deep, crimson-purple with large and most brilliant red eyes. This is not only more superior in color to the older ones but is a much stronger grower and more desirable. Plants are \$1.00 each, 3 for \$2.75, 5 for \$4.00.

Scarlet Flame. Phlox subulata. In this new introduction, we find the first real brilliant red in creeping phloxes. In size, it is no larger than the older varieties but its brilliant color is a tremendous improvement. Young plants are a bright coral-red, but when once established,- they become a brilliant flaming crimson-red. For several years this has been one of the heaviest selling varieties in our garden which contains over 100 good new named varieties. Plants are \$1.00 each, 3 for \$2.75, 5 for \$4.00.

Vivid. Phlox subulata. One of the rarest and unquestionably one of the loveliest colors in creeping phloxes. To my knowledge, this is the only real salmon-pink and it is highly recommended. Its neat, slow-growing, compact, cushiony clumps make it ideal for rock gardens. The individual blossoms, though smaller than many newer introductions, have an outstandingly brilliant scarlet eye. Very scarce. Plants are 75¢ ea., 3 for \$2.00, 5 for \$4.00, 10 for \$6.00.

White Delight. (Alexander) Phlox subulata. The largest and finest white in our newer introductions. This is not a creamy white, but a clear skim-milk white. Its flowers are 35% to 50% larger than any other white to my knowledge and we grow 22 different white varieties. Very vigorous, making up into flowering clumps rapidly. Plants are 75¢ ea., 3 for \$2.00, 5 for \$4., 10 for \$6.00.

Collection {	1 each all 5 above varieties	for	\$ 4.00
	3 each all 5 above varieties	for	10.00

TINY TOT PHLOXES

For years we have been breeding these tiny cushion-like plants for the rockery. We can now supply the following varieties:

Pink Tiny Tot, White Tiny Tot, and Tiny Tot (soft pink). Plants are \$1.00 each, 3 for \$2.75. Three each of all three kinds (9 plants) for \$8.00.

Terms: Cash with order, no C.O.D.'s. F.O.B. Middleboro, Mass. Minimum order \$3.00.

MAMMOTH NEW TALL PHLOX

Spring delivery only from: J. Herbert Alexander, Middleboro, Mass.

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B. SYMONS-JEUNE. (*Phlox decussata*) One of the three most outstanding new tall Phloxes so far introduced, to my knowledge. Its huge blossoms (the size of a silver dollar) are produced on tremendous trusses that are magnificent, broad and phenomenal. Its superlative color is an intense, light pink with a most conspicuous and most attractive carmine-crimson-red eye or center. It is a vigorously strong grower, carrying its magnificent flower trusses 3 to 3½ ft. high on rigid stems. I can highly recommend this as one of the most exceptional of the new Phloxes. Heavy field-grown 2 year old plants for \$2.00 each, three plants for \$5.75.

DODO HANBURY FORBES. (*Phlox decussata*) This most exceptional new tall Phlox is one of the three largest, finest and most beautiful of all the recently introduced Phloxes. Imported from England, it has blossoms the size of a silver dollar and trusses which are 16 inches across, forming perfect pyramidal, beautiful flower heads. Its color is a magnificent clear pink being a much richer true pink than the usual salmony-pinks found in Phloxes. This is unquestionably one of the three "Phlox Aristocrats". Heavy field-grown 2 year old plants for \$2.00 each, three plants for \$5.75.

SIR JOHN FALSTAFF. (*Phlox decussata*) Another of the three phenomenal new tall Phloxes. This giant among Phloxes is a rich, luminous salmon-pink,- almost a salmon-red,- a color that is so outstanding that it commands immediate attention. Its tremendous flower head is made up of mammoth individual blossoms which are the size of a silver dollar or maybe even larger and which are most amazing when first seen in all their magnificent beauty. It is a strong, sturdy, vigorous grower which withstands rains and storms splendidly. One that I can highly recommend as having all the best characteristics. Heavy field-grown 2 year old plants are \$2.00 each, three plants for \$5.75.

COLLECTIONS

{	1 each all 3 varieties <u>above</u> (3 plants) \$ 5.75
	3 each all 3 varieties <u>above</u> (9 plants) 15.00
	6 each all 3 varieties <u>above</u> (18 plants) 25.00

OTHER RARE TALL PHLOX

CAROLINE VAN DEN BURG. (*P. decussata*) This rare Holland importation is one of the nearest to blue of any to my knowledge. A lovely, rich, violet-blue. Stock limited. Heavy field-grown 2 yr. plants \$1.00 each. RARE.

EARLY GEM. (*P. Decussata*) This new creation is much more dwarf than most tall Phloxes and starts to blossom a week to ten days earlier than most of the others,- usually about the same time or directly after Miss Lingard. Very large flowering, most outstanding, beautiful soft-pink flowers with red eyes or centers. Heavy field-grown 2 yr. old plants \$1.00 each, 3 for \$2.75.

LILACTIME. (*P. decussata*) This new importation from England is the first real clear lilac colored Phlox, to my knowledge. Immense blossoms, vigorous grower, a Phlox with a future! Stock is limited. Plants \$2.00 each.

(Please turn page for other varieties of Phloxes)

Outstanding New & Rare Phlox

Spring delivery only From: J. Herbert Alexander, Middleboro, Mass.

DRESDEN CHINA.(*Phlox decussata*) This dainty new soft-pink Phlox is the largest clear light pink so far developed, to my knowledge. Delightfully lovely, pleasingly dainty and exquisitely colorful, having a very lovely crimson eye. The huge blossoms, beautifully shaped panicles and lovely color combine to make it the ideal of perfection. Strong, sturdy grower and greatly admired by all. Heavy field-grown 2 year plants are \$1.00 each, 3 for \$2.75.

EVA FOERSTER.(*P. decussata*) This German introduction is one of the rarest and the most beautiful of all tall Phloxes. Brilliant salmon-pink blossoms with a distinctive large white center. A pleasing and rare combination of colors. A little peat moss added to the soil seems to make the salmon coloring more intense and consequently the star-like center stands out more conspicuously. Heavy 2 year field-grown plants \$1.00 each, 3 for \$2.75.

WHITE ADMIRAL.(*P. decussata*) Immense trusses like mounds of snow. Tall, stately, pure white. Probably the finest white among tall Phloxes to-day. Heavy field-grown 2 year old plants are 75¢ each, 3 plants for \$2.00.

<u>C O L L E C T I O N S</u>	{	1 each all 3 varieties <u>above</u> (3 plants) \$ 2.50
		3 each all 3 varieties <u>above</u> (9 plants) 7.00
		5 each all 3 varieties <u>above</u> (15 plants) 10.00

Exceptional ~ Dwarf ~ Phlox

ALEXANDER'S ARISTOCRAT. (*Phlox nivalis* hybrid) Exceptional color and size, blossoming in mid-May after most dwarf Phlox are gone. Very large blossoms, over an inch across of lovely clear soft pink with a rich dark crimson eye add considerably to its attractiveness. A very compact and shapely plant, - one that I predict will have considerable popularity and one that I can highly recommend. Heavy 2 yr. field-grown plants \$2. ea., 3 for \$5.75.

DIXIE BRILLIANT.(*P. Nivalis*) Unquestionably the largest and showiest red in dwarf Phloxes, having immense blossoms well over an inch in diameter and of great brilliance. Very late May flowering, - extending the flowering season several weeks after usual Phloxes are gone. It is richer colored than a rose-red and more brilliant than a crimson-red. It develops very long creepers, having foliage of a beautiful intense rich green color. A most vigorous and heavy bloomer. Heavy field-grown 2 yr. old plants \$1.00 each, 3 for \$2.75.

SCARLET FLAME. (*P. subulata*) A most brilliant flaming-red. The finest red Phlox yet developed in the subulatas. Showy and very popular variety. Heavy field-grown 2 yr. plants \$1.00 each, 3 for \$2.75, 6 for \$5.00.

<u>C O L L E C T I O N S</u>	{	1 each all 3 varieties <u>above</u> (3 plants) \$ 3.75
		3 each all 3 varieties <u>above</u> (9 plants) 10.00
		6 each all 3 varieties <u>above</u> (18 plants) 18.00

NOTE: All plants are shipped F.O.B. Middleboro, Mass... no packing charges....
Terms: Cash with order, - no C.O.D.'s... Nursery open daily..Tel.Mid. 397M.